

nflcp

Newsletter

National Federation of Local Cable Programmers

\$2.50

NCTA Convention: Largest Cable Crowd Ever

Cable '78, the cable television industry's 30th anniversary celebration held April 30-May 3 in New Orleans, Louisiana, set an all-time attendance record as the largest cable crowd ever gathered in the history of the cable television industry.

A presentation by FCC Chairman Charles D. Ferris highlighted the convention.

Ferris warned the cable industry, "If cable does not show more foresight in designing new services and facilities, it may be by-passed in the marketplace by those who do."

Ferris' speech was marked with references to the cable industry's lack of foresight and innovations in programming.

"I know there are systems that have experimented or are experimenting with each of these possibilities," he said, referring to the many "blue sky" promises made by the cable industry five years ago.

"You have not totally abandoned this vision, but do any of you honestly believe this picture bears any relationship to the reality of your industry

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NFLCP Provides Access Info



NFLCP Booth at NCTA. (Photo by Gary Knowles)

Deregulation—Yes; Public Service—No

Subcommittee Unveils First Draft of Communications Act Rewrite

House Communications Subcommittee Chairperson Lionel Van Deerlin submitted the first draft of the Communications Act rewrite. It would deregulate cable with no provisions for public access, and grant permanent

licenses for TV and radio stations, while eliminating their public service requirements. For a full report, turn to center insert prepared by NFLCP Advocacy Chairperson David Hoke.

Inside:

**NFLCP Convention News
Feedback on Midwest
Funding for Access Centers
Plus Regional Reports,
Legal Briefs, Federation
Trunkline, Info Matchup
and Calendar**

NFLCP Convention News

NFLCP Convention News

(Madison, WI) "The First National Convention of the NFLCP is beginning to look more and more like one of the biggest events and most important gatherings *ever* in the relatively short history of cable programming," according to Gary Knowles, Convention Coordinator. "I was delighted by the great response to our booth at the NCTA Convention in New Orleans. It served as a gathering spot for everyone interested in locally produced cable programs. After people picked-up their Magnavox hats, Showtime pens, Century III pocket atlases, Belden letter openers, and Dotson and Brown Frisbees, they'd stop at the NFLCP Booth to talk about programming. Even a number of distributors came by to discuss exhibiting at the Fed's Convention in Madison this July!"

"The Fed Convention is really coming at a crucial time. There's Midwest Video, of course, and the Congressional activity on deregulation and re-writes but also cable operators are in need of programming that interests their subscribers and those of us who have been doing local shows for some time now have got to get together to be sure the message gets through.

See you in Madison July 6.

—Gary Knowles

NFLCP Readers Respond to Midwest Video Decision

Midwest Video—Good for San Diego, Bad for Oakland

The Midwest Decision has been good for the San Diego Community Video Center. Immediately after the decision was released, San Diego County Supervisor Roger Hedgecock wrote to Karen Possner at the House Subcommittee on Communications. The response from Dr. Possner indicated that municipalities should do as they pleased with regards to access during the present vacuum of regulation.

Supervisor Hedgecock introduced a modification to the County Ordinance on cable regulation, stipulating that all licensees within the San Diego County franchise areas will be required to provide public, governmental and educational access. The decision by the Board was unanimously in favor of the modification.

In Oakland, results of the Midwest decision are not so good. Constance Carlson of the Piedmont Avenue News in Oakland writes: "The feeling and statements of the City of Oakland and Teleprompter are that with this decision of Midwest Video, everything regarding public access is *out*, even if access was included in the franchise be-

fore the FCC had requirements! It may be necessary to have some FCC regulation that is broad — just stating there will be access so as to protect some struggling areas where there is no public access, and to ward off incidents like San Jose."

All in all, reactions are that *there should be some minimum* at the federal level. Meanwhile, write to the House Subcommittee on Communications for an interpretation of your access situation.

Sincerely,
Paul Denn

San Diego Community Video Center

Schenectady stands firm to protect access.

While access users wait impatiently for the Supreme Court review of the Midwest Video decision, it is appropriate to take the opportunity to thank the NFLCP, and especially David Hoke and Michael Aronson, for alerting us to the most effective means of coping with the situation in their March 12, 1978 Advocacy Action Bulletin.

Here in upstate New York access has been struggling for life and recently has

begun to show signs of genuine viability. The Schenectady Access Cable Council, Inc. (SACC), founded in May of 1974 to promote, publicize and facilitate the use of the public access channel on the Schenectady cable system, currently assists in all aspects of producing and cablecasting an average of 23 hours of programming each week. The nine-member board of directors has been in part responsible for creating 13 new jobs in an area where unemployment has reached 8% in the recent past. Funded by CETA through the Schenectady Employment and Training Administration these employees have been trained in video production techniques, thus acquiring new life skills. At the same time these people are serving the community by producing alternative programs designed to involve residents in local affairs through the use of the public access channel.

More than 445 citizens from 11-68 years of age have been trained in the use of video equipment through the SACC workshops. SACC speakers have participated in community education and outreach programs to inform Schenectady residents of their right to use the medium of cable TV to communicate. Our bi-monthly newsletter has national circulation which includes

our elected representatives in Washington and the FCC, in addition to local community leaders and organizations.

As complex as the issues are which surround the Midwest Video case, access enthusiasts nationally, and especially here in New York's capital district, have been dealt a severe blow which has sent us reeling. We nevertheless stand firm in our dedication to protect the right of individual American citizens to access to the technological developments in the telecommunica-

tions industry. The FCC appeal of the Midwest Video decision has given us the time to inform our legislators of our concern that access be guaranteed in legislation currently being formulated in Congress. Again, our thanks to David and Mike for their assistance.

Sincerely,
Stephanie Stewart
Director
Schenectady Access
Cable Council, Inc.

Vedro says: "Too Much Attention to Midwest Video"

I'd like to take somewhat of a "devil's advocate" position on the *Midwest Video* appeal — that it can be convincingly argued, that, given existing communications laws and judicial rulings in the past, the Eighth Circuit Court of Appeals was completely *right* in saying that the FCC has no power to mandate access on CATV systems. In my opinion all of the efforts directed to get the FCC to appeal the ruling were not necessarily the best way to spend our time, particularly if the Supreme

Court may turn around and agree with Midwest Video!

A look at the existing Communications Act and at past court rulings gives me the impression that the current Supreme Court may accept the reasoning of the Appeals Court: that the access rules, no matter how well intentioned, force CATV operators to go into the common carrier business without compensation, force them to invest in facilities over which they will have no control, and create a set of rules that have no basis in broadcast regulation. Broadcasters do have a Fairness Doctrine obligation, but they still originate the programming. The courts have consistently ruled that broadcasters,

while using the *public* spectrum, have no Fairness obligation to allow *others* to present issues to the public (i.e., programs, PSAs or paid ads on controversial issues), and they are specifically exempted by law from any other common carrier obligations.

If CATV regulation is based on the FCC's power over services that are "ancillary to broadcasting," then access may have a hard time before the Court. It is interesting to note that in the first *Midwest* case, William O. Douglas, one of the Court's greatest civil libertarians, took the CATV operator's side (that mandatory local origination forced "signal catchers" into broadcasters against their will), while the more conservative Justice Berger, said local origination (l.o.) was a reasonable requirement, but one that "strains the outer limits" of the FCC's power. As Mike Botein points out in the last NFLCP Newsletter, today's (Berger) Court may rule that access is going too far.

What also worries me is that in the process of reviewing *access*, the new Court will overturn the *local origination* rule. Local origination is related to broadcasting's Fairness Doctrine, *does not* involve a surrender of facilities or

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The *NFLCP Newsletter* is a bimonthly publication of the National Federation of Local Cable Programmers; NFLCP **national address**: 763½ Chestnut St., Dubuque, IA 52001. NFLCP **newsletter editorial address**: P.O. Box 119, Cambridge, MA 02142. **Newsletter subscriptions**: NFLCP **national address**

Subscriptions come with membership: individual \$15/year, organization \$50/year, sponsor \$100 minimum/year; or can be obtained separately for \$7.50/year individuals or \$15/year for organizations.

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The Editorial Committee established the following editorial policy which was accepted by the Steering Committee at its December, 1977 meeting:

The *NFLCP Newsletter* reserves the right to cut articles due to lack of space. It will publish articles that 1) are of general interest to cable programmers and media access advocates and 2) are of specific interest to NFLCP membership.

The criteria upon which articles are judged to be included in the *NFLCP Newsletter* are clarity, accuracy, fairness to subject, timeliness, newsworthiness, overall organization, and degree to which the article is thorough and complete.

Editorial Collective: Marilyn DeAngelis, Ann McIntosh, Barry McQuilken

Contributors: Sue Bednarczyk, Sue Buske, Paul Denn, Gary Knowles, Stephanie Stewart, Steve Vedro

Contributing Editors: Jean Rice

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Special thanks to: Zafra Graphics (typesetting), Urban Planning Aid (Layout room), Susan Siens, Brian Cosgrave.

SEE BACK PAGE FOR SUBSCRIBER AND MEMBERSHIP FORM

San Diego to Host Access Conference

The Community Video Center of San Diego has been awarded an \$84,000 CETA grant for ten staff members to plan, hold, and evaluate a National Conference on Public Access Television. Since mid-January, Thomas Borrup (formerly of the Goddard College Media Program) has been coordinating the project; forming the Conference Advisory Council, planning the conference sessions, and seeking additional funding for the Conference with CVC.

The Conference will be held for three days — August 25th, 26th, and 27th at the El Cortez Hotel in downtown San Diego. The program will include seminars, workshops, and a "Video Fair", where dealers, manufacturers, and production groups will display the latest in hardware and software. CVC anticipates reaching thousands of San Diego residents and creating more awareness of access across the country. Further exposure for the Conference will be gained through a "model access system" televised over the El Cortez master antenna system. This programming will be simultaneously cablecast over Mission and Southwestern Cable Systems (with a combined total of 85,000 subscribers) to give a maximum impact to the Conference and its discussions.

The Conference will bring together national figures in policy, legislation, the cable industry, media reform, independent producers, and video artists.

"We have a chance to do something big here," says Paul Denn, CVC Administrator, "San Diego has more cable per capital than any major metropolitan area in the country — over 60% penetration overall. Mission Cable is the largest single CATV system in the nation. Our congressman, Lionel Van Deerlin, is the Chairman of the Congressional Subcommittee rewriting the Communications Act of 1934."

"What conditions could offer a greater impact to a public access conference?" asks Denn.

In addition, many local agencies and institutions in San Diego are very excited about the possibilities offered by

cable access as a service to the community. CVC hopes to achieve the critical level of awareness needed to make the access channel viable through the Conference.

According to Michael Wex, "It is important to note that we are bound by the funding source (CETA) to a conference of non-advocacy."

"Consequently, we are going to great lengths to involve the industry and conservative views of the access issue. The focus of the conference is educational, not promotional."

How does this conference differ from the NFLCP Convention to be held in Madison?

According to Tom Borrup, "The 'Convention' is just that — a gathering of members and potential members of NFLCP, in order to solidify the structural and participation needs of the Federation. That focus should be one of bringing access facilitators up to a common level of understanding the issues, and knowing how to build their centers. We will certainly be there to help."

"The 'Conference', on the other hand, is an issue-oriented outreach project designed to draw together

people from related fields who would have little or no interest in the development of a national organization."

CVC hopes the participants will leave the Conference with a broader understanding of the potentials of access in their communities and ultimately, show more support for their local groups. In addition, it is hoped that the CVC will provide a creative setting for policy makers to focus on the problems and potentials of access.

"Past conferences on public access have always been shared with some other topic, such as video artists, independent producers, PBS, other cable services, or media reform as a whole."

"We've learned that at this type of conference, access ends up as being everyone's second choice, even if they are truly concerned," says Paul Denn, "A forum is needed for public access cable television all by itself, in a major conference setting."

CVC and the NFLCP are in close touch to refine these distinctions and maximize the impact of both conferences on the nation.

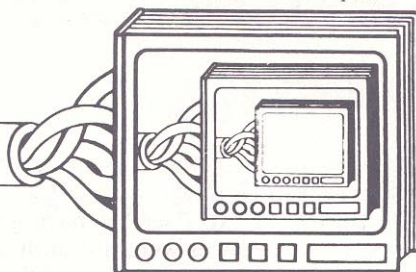
The San Diego Conference will have sessions on higher education, access programming, funding, libraries,

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Federation

Trunkline



by Susan Bednarczyk

At Long Last! East meets West . . . and Southwest . . . and Midwest . . . and Northwest!! Steering Committee Members *Sue Buske*, *David Hoke*, *Ann McIntosh*, *Sallie Fischer*, and myself finally had a chance to meet with representatives from those fair regions at an April meeting in Dubuque. *Paul Denn* (San Diego), *Carol Pastos* (Alaska/Montana), *Don Smith* (Bloomington, IN) and *Bryan Owens* (Austin) made it to Iowa to discuss plans for the upcoming National Convention and advocacy projects. *Gary Knowles* and *Margie Nicholson* described arrangements for the conference activities and solicited everyone's ideas on workshops and guests to be invited. Though the two days of meetings were long and tiring, everyone agreed that the trip to Iowa was productive. It was a pleasure to finally meet the people behind the names . . . a fitting prelude of what we can expect on a larger scale at the July convention!

Smack dab in the middle of things on the NCTA exhibition floor in New Orleans was *Drew Shaffer's* NFLCP artwork which attracted many conventioners to stop by and chat about the Federation's work. Among those who represented us at the booth and throughout the convention festivities were *Sue Buske*, *Sue Smoller*, *Steve Crouch*, *Maurice Jacobson*, *Gary Knowles*, and *Margie Nicholson*. Tapes from Dubuque, Derby, Madison, and Raleigh were among those screened continuously at the NFLCP exhibit, due to the efforts of folks like *Phyllis Joffe* and *Maurice Jacobson*, who helped to round them all up. *New Orleans Video Access Center* lent the videotape equipment for the event. Thanks to all for helping NFLCP to get on the map in New Orleans!

Know your Federation . . . Warm welcomes are extended to some of our newest members around the country: *Center For Community Access TV* (Amherst, Massachusetts), *Basement Video* (Cambridge, Massachusetts), *Media Works* Somerville, Massachu-

setts), *Highlander Center* (New Market, Tennessee), the *Sun Prairie Cable TV Commission* (Wisconsin) and *The City of Oakland* (California) . . . And how about welcoming all those California Cable Programmers who attended the recent regional meeting and joined up? Did you know that NFLCP now has Far West members in Honolulu and Eugene, OR, as well as throughout California — Corte Madera, Sausalito, Oakland, San Francisco, Pacifica, San Lorenzo, Menlo Park, Santa Monica, Pasadena, Los Angeles, Palm Springs, Del Mar, and San Diego!

Speaking of California . . . It's nice to know that *Manuel Gonzalez* was selected by members from the Far West to continue on the Steering Committee for another year as their Regional Representative. People like *Manuel*, *Paul Denn*, and *Ray Rodney* have been making efforts for quite a while to have an NFLCP-sponsored get-together on the West Coast, so hats off to all of you out there for making it all happen (see Regional Reports!)

Hurrah for San Jose! . . . Access nightmares can have happy endings. The San Jose ripoff of 1977 (when Gill Cable pulled the plug and equipment on over 40 hours of live access programming per week) should draw to a close soon.

At the time, it was purported that the San Jose group was drawing, at times, a majority of the viewing audience of the San Jose system of 72,000 subscribers. A simultaneous factor was the operators' financial interest in one of the broadcast television channels in the San Jose area.

These factors, and many others, led the group to seek legal counsel and press suit for reinstatement and a financial settlement. At the Western Regional meeting of April 1-2, Pat Williams reported that new, independent owners of the system have reinstated access programming and will award a financial settlement of about

\$205,000. There is a possibility of a 20 year contract with the system, as well.

The story is not yet finished, but it looks like the one-time leader of public access programming is back in service.

Getting it all Together for Access . . . *Diane Evans* and *Community Video Center* (Lebanon, Pennsylvania) made sure that Mid-Atlantic Region members understood their P's & Q's on current access rulings and regulation by inviting *Jim Ewalt* of the FCC Cable Bureau Staff to speak at a recent regional meeting . . . New York State cable programmers are going to get a chance to stand eyeball-to-eyeball with their State Cable Commissioners and explain the facts about local programming/access in their state. *Stephanie Stewart*, *Nat Tate*, *Emily Armstrong*, and *Jean Rice* are expected to show tapes, discuss access, and answer questions at this first-of-a-kind meeting with the state officials.

Can it be True? . . . That *Ron Kemp* and *John Schnur* were prevented from coming to Dubuque for the April meeting because they were shooting in the Bermuda Triangle??? . . . That Chicago is going to be cabled??? . . . That Scarsdale is going crazy for access??? . . . That 1978 is a bullish year for cable??? . . . That Everyone's going to be at the July NFLCP Convention??? . . . That it's time to renew your membership *already*!!!!

Letters to the Editor

Dear Editors,

The Mid-Atlantic Region of the National Federation of Local Cable Programmers would like to express its appreciation to the NFLCP *Newsletter* Co-op for its dedication in publishing the finest trade magazine for public access cable television users. We sincerely hope that the Co-op continues to provide this fine service to the members of the NFLCP.

Personally I agree with everything stated in the above message. Keep up the good work!

Yours truly,
Randy Feldman
Coordinator
Mid-Atlantic Region
NFLCP

Community Education

Funding Access Centers

by Jean Rice

Securing funding is the perennial problem of local access programmers. Funding affects every aspect of access center organization, operation, and programming. Insufficient financing increases the proportion of staff time required for fundraising. This, in turn, detracts from the amount of time a staff can engage in other activities. Sufficient funding is the aim of all access centers because it enables them to maintain equipment and provide staff for training, outreach, programming, and program promotion.

Despite the fact that the access "experiment" was established with no visible means of support, access centers across the country have flourished. The burden of finding financial support usually rests with local residents. The following are some of the ingenious ways access centers obtain financial support.

Franchising Provisions- One of the primary ways centers have received a stable source of funding is through provisions in local franchises which specify the facilities and the financial obligations of the cable company for access. Since 1972, however, the Federal Communications Commission (FCC) has severely limited the negotiating power of a municipality in requiring cable companies to financially support access centers.

In December 1975, the FCC denied the Open Channel petition which requested that a cable system's operator be able to fulfill his access obligations by "making monetary contributions toward the funding of a separate community entity designed to effectuate the production of public access programming." The Commission, in its opinion, went further and warned that it would not permit use of the franchise fee for non-regulatory purposes, including the facilitation of access programming. However, in 1976, the FCC granted the city of East Lansing, Michigan, a waiver and a certificate of compliance on a franchise which stipulated that 3 per cent of the franchise fee be delegated to public access.

In its clarification of access rules, the

FCC stated that cable systems and local franchising authorities, "could negotiate for an extra service package as long as the services were not unduly excessive and did not provoke bidding contests in the franchising process". Extra service packages are reviewed individually. In its response to the Open Channel petition, the FCC cited the extra service package agreed on by the city of Madison, Wisconsin, and Complete Channel T.V. Inc., as one example of a successful agreement to facilitate public access programming. In Madison, Wisconsin, for instance, a successful extra service package consisted of a community access center created as a joint venture among the cable television system, the local franchising authority, and a separate, non-profit corporation which was formed to stimulate and facilitate community use of access channels and whose mem-

bership is open to all members of the community.

Negotiating for a special service package is a way to contractually insure continued financial support from the cable company. This would prevent verbal agreements from being broken. Also, in the event that the FCC loses the Midwest Video decision or opts for minimum not maximum standards, municipal contracts will remain binding as written.

In order for local residents to benefit from the inclusion of franchise provisions, they must be involved in the franchising process. In Ann Arbor, Michigan, citizens did become involved before the franchise was awarded in 1970 and were instrumental in having provisions requiring four public service channels and financial support for their use included in the ordinance. Even though cable ownership



New Yorker/CPF

"I really shouldn't be here.
I should be out trying to get funded."

has changed and local origination has been terminated, financing for public access has continued.

Other cities, such as Amherst, Massachusetts, have undergone prolonged negotiations, but have been successful in having the provisions included. With a city council that is receptive to community needs and wants, the backing of a local cable regulatory body, established community support for the center and political acumen on the part of the center's staff and organization, financial support through the franchise is a likely possibility. Residents in communities where a cable system is franchised or grandfathered can have access provisions included at rate increase and renewal times.

Other Sources

Local Government- Several centers receive funds from their local governments. In East Lansing, Michigan, where the landmark FCC case occurred, the city's franchise fee goes directly to the access center. Other towns have given a portion of the franchise fee to access centers from the general fund. Local governments have also allocated portions of their community development funds for access. In some places, small amounts are received for taping and showing city council meetings, social service news, and taxpayer education programs.

Foundations- While foundations are another source of funding for access centers, a survey conducted in November of 1976, by the Community Video Satellite Project, showed that less than 28 per cent of the budgets of 30 access centers were from this source. Of that, an extremely small proportion comes from national foundations. Grants to access centers often come from state Humanities and Arts Councils and from local foundations and organizations. Foundation grants however, are usually short term in nature.

Federal Programs- Federally funded programs like the Comprehensive Employment and Training Act (CETA) provide staff members for centers like Portable Channel in Rochester, NY, and York Community Access TV in York, PA. and DCAT, DuBuque, IA. Through these programs, individuals learn media skills and are often placed in related jobs within the community. (See article this issue).

Local Institutions- Another way to secure stable sources of funding is to
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CETA: Unravelling the Red Tape

by Sue Miller Buske

What's all the fuss about CETA, you ask?

The Comprehensive Employment and Training Act (CETA) is a very useful but often greatly misunderstood funding tool, available to government agencies and non-profit organizations. CETA Title II and Title VI, in particular, should be of great interest to NFLCP readers since they are the programs under which access organizations can get unbudgeted staffing assistance.

CETA Title II and VI are public service employment programs (PSE) designed with two main goals:

- to provide employment and job experience for individuals who have been unemployed for a designated period of time or meet certain eligibility criteria; and
- to provide employment assistance to governmental agencies and private nonprofit organizations for unbudgeted positions.

There are a number of other CETA programs which serve designated portions of the population such as American Indians, senior citizens, youth, etc. Each of these programs have varying enrollment eligibility criteria and have different goals and objectives. Often, when people talk of CETA they do not realize the wide variety of programs operating under CETA. For this reason, it is very easy to misunderstand CETA and to make hasty or uninformed blanket statements.

The Enrollee

The primary difference between CETA Title II and VI is client eligibility characteristics. Title II money is available only to areas with a 6.5 per cent unemployment rate or above. Client (enrollee) eligibility is basically unemployed or underemployed thirty days or more. This characteristic is relatively easy to meet, however, this may change at the beginning of the new

federal fiscal year (October 1, 1978).

Title VI eligibility is much more complex. In order to be certified for Title VI one must:

- be a member of a family which has a current total family income at or below 70 per cent of the lower living standard level. This level varies from one area to another.

The potential enrollee must also meet *one* of the following:

- unemployed during 15 of the last 20 weeks
- unemployed and have exhausted unemployment compensation
- member of a family receiving Aid to Families with Dependent Children (A.F.D.C.) or
- Vietnam Era Veteran (August 5, 1964 — May 7, 1975) who served for 180 days or more and has not had full-time employment since release or discharge

The Agency

Under Title VI there are two types of funding available, regular PSE positions and special projects. Regular positions are unbudgeted and are positions which *may* be renewed from one contract year to the next. The renewal is usually partially based on the agency's ability to pick up an enrollee into regular employment. Normally, with regular CETA VI positions, a CETA program administrator will request the following:

- complete job description and salary and fringe benefit schedule;
- proof that the organization is a properly registered nonprofit organization and
- an explanation of the purposes and functions of the organization (usually this is done in an interview).

The second type of CETA VI is special projects. Special projects usually have a definite beginning date and ending date. The project's proposals should be written in a clear, concise

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At this time, there are eight regional groups into which the membership of the National Federation of Local Cable Programmers is divided. All are newly developing, each in its own unique way. This column is the *NFLCP Newsletter's* forum through which each group may express and exchange ideas concerning their regional growth and development.

Now is the time for local cable programmers to develop strong ties through regional meetings. The Northeastern group, in an effort to develop regional awareness in formerly isolated cable producers, has adopted the practice of holding each conference in a different state.

Far West Region

Regional Coordinator:
Paul Denn
CVC
6225 Federal Blvd.
San Diego, CA 92102
(714) 263-2424

Thirty-five persons gathered at the Fort Mason Center in San Francisco over the weekend of April 1-2 for the Western Regional Meeting. The meeting focused on sharing information about both successes and problems of groups in their respective communities.

Ray Rodney of Marin Community Video opened the meeting with a discussion concerning the recent ruling of the Eighth Circuit Court of Appeals in *Midwest Video vs. FCC*. A statement was drafted to convey the feelings of the group to interested parties. The major point of the statement expressed a concern for the need for local jurisdiction in regulating access.

A survey technique provided the basic framework which helped to define the relationships which exist between the various groups and the respective cable companies. The information was assembled in a chart format and copies are being circulated.

On Sunday, Scott Swearingen facilitated a session that developed a composite listing of general questions which members of the group would like to see included on information gather-

ing surveys. Also discussed were methodologies and resources which may prove helpful in gathering information.

Outreach was the topic of a discussion which was led by Geoff Leighton of San Francisco Public Access, and Paul Denn of the Community Video Center (San Diego) concluded the meeting with a discussion of funding strategies.

In a business session, Paul Denn was reconfirmed as regional coordinator; Manuel Gonzalez continues as the steering committee member; Carolyn Perkins is the advocacy committee member, and Patricia Williams is the community education community person.

Midwestern Region

Regional Coordinator:
Sue Buske
763 1/2 Chestnut St.
Dubuque, IA 52001
(319) 556-1009

Welcome, Madison, Wisconsin . . . After numerous trials and tribulations the Madison Community Access Center (MCAC) held their grand opening on Monday, April 17. At 6:30 p.m. the Bashford Methodist Church opened the channel with their services and at 7:00 p.m. the 3 1/2 hour live open house celebration began. The Irish Brigade Band played in the basement while the access center staff and board members met with the community in the first floor studio.

The program began with a videotape history of MCAC, which included interviews with individuals instrumental in its development, as well as city officials and politicians. Representatives from civic, community and arts groups exchanged ideas about access. Meanwhile the band rolled, the beer flowed and the cheese and crackers disappeared downstairs.

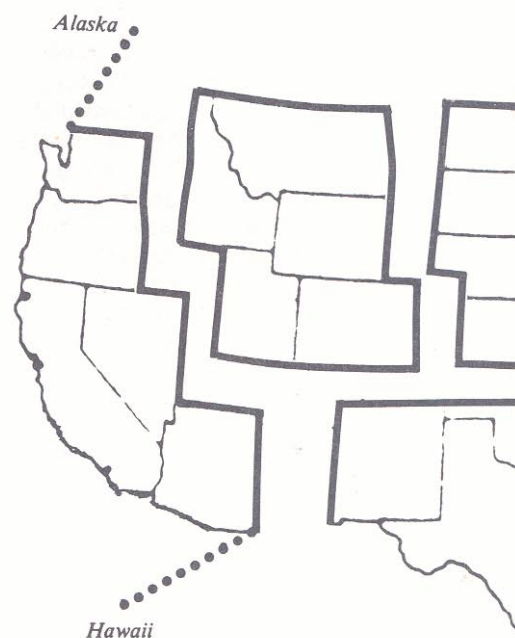
As the evening progressed, excerpts from upcoming programs were presented. These included a tour of a retirement center, the Madison Area Technical College's jazz ensemble, a disco show, book review, women's programming, a comedy show, and a science fiction convention. Some

unusual guests appeared to perform and hype MCAC membership, for example, Peter Laubac, Scott Spaine and the Mad Magician.

Meanwhile, in other areas of the Midwest . . .

Minneapolis, Minnesota: University Community Video will be naming a new coordinator in July.

Iowa: There is a large amount of cable franchising in cities across the state. Cities involved include: Muscatine, Iowa City, Cedar Rapids, Waterloo, Mason City and Council Bluffs.



Midwesterners would like to extend an enthusiastic invitation to the *NFLCP First National Conference*. Come to Madison, Wisconsin July 6-9 for what will be the most exciting, exuberant meeting of community access users ever. Whether you are an experienced access organizer or an individual who wants to learn more about access, some of the 45 workshops scheduled will answer your questions or solve your problems. **ACCESS IS ALIVE AND GROWING IN THE MIDWEST . . . JOIN US IN MADISON IN JULY!**

L REPORTS

Southwest Region

Regional Coordinator:
Allan Winter
Austin Comm. Television
P.O. Box 1076
Austin, Texas 78767

Careful expansion and unexpected changes mark the year 1978 for public access and video in the Southwest Region. Austin Community Television (ACTV), the first public access center in Texas, has received a designated



channel over Capital Cable Co. Programming has expanded from three to six nights a week, including complete coverage of Austin City Council sessions over cable channel 10. ACTV is taking membership in NFLCP as part of its commitment to public access, and ACTV general manager Brian Owens has attended the recent planning meeting in Dubuque.

Midwest Video, plaintiff in the case against FCC-required public access, is half owner of Austin's Capital Cable Co. Despite the court ruling, ACTV retains amicable relations with the cable

company under the newly expanded schedule.

Elsewhere in Texas, Galveston Community Television has expanded to a 20-hour weekly cablecasting schedule, and plans are underway for a Chicano channel in El Paso through TelePrompter. We hope to interest these newly emerged video centers in membership in NFLCP. For this purpose and to celebrate the fifth anniversary of ACTV, a tentative Southwest video conference will be held in Austin, June 23-24. Invitations have been sent to NOVAC (New Orleans), Galveston, Tulsa, El Paso, and others in the area. We hope that "Community Television in the Southwest" will encourage video and public access participants to attend the Madison conference.

Southeastern Region

Regional Coordinator:
Ron Kemp
Video Tape Workshop
2316 D.H. Hill
North Carolina State University
Raleigh, NC 27607
(919) 737-3334

NFLCP Videomakers at North Carolina State are actively involved in video programming for the Humanities Extension Program, a project funded by the National Endowment for the Humanities. The Videotape Workshop has been in a period of rapid growth (and confusion) and contacts with the region have been limited at best, though this should change in the near future. The Regional Coordinator—Ron Kemp—invites members and interested persons from the region to contact him to renew old ties and develop new ones.

Central States

Regional Coordinator:
Don Smith
Community Channel 7
Monroe County Public Library
303 E. Kirkwood
Bloomington, IN 47401
(812) 339-2271

As we go to press, the Central States Region of the NFLCP is planning to co-host a conference with "The Citizen and the Cable Project" at Indiana University at South Bend on Friday, June 9 and Saturday, June 10.

This conference will focus on "Developing Community Television for Local Cable Systems", and will provide an opportunity for groups and individuals from Indiana, Michigan, Ohio and Kentucky to share information on starting and operating access centers. Plans call for representatives from functioning centers to be on hand as resource persons for those who are just getting started. The purpose of the conference is to encourage the development of more access centers throughout the Central region, to develop tactics for creating more centers, and to stimulate participation in the NFLCP.

Following two work sessions on Friday and Saturday, NFLCP members will meet to discuss the National Convention and to elect delegates, a Steering Committee member, and a Regional Coordinator. The resource person for the Conference will be Bob Pepper, Professor of Communications at the University of Iowa and a member of the Carnegie Commission.

Northeastern Region

Regional Coordinator:
Sallie Fischer
P.O. Box 75
Derby, CT 06418
(203) 735-6203 (days)
(203) 735-7075 (evenings, weekends)

The next Northeast Region conference, originally scheduled for early June, has been postponed until September due to the busy schedules of many regional members, the upcoming NFLCP National Convention, and other events. We are still planning to hold it in the Schenectady-Albany (New York) area, where Prim Oliver of Schenectady Cablevision will be helping to put it all together. Following the conference in Schenectady the region will be heading out to the Rochester, N.Y. area for a conference in late winter or early spring.

A reminder to all Northeast members: your representatives at the NFLCP's national business meeting are looking for suggestions, for proposals, and other input. Please contact them (see previous issue of NFLCP Newsletter).

There's a lot of activity going on in
(continued on page 15)

L REPORTS

Peabody Awards Welcome CATV Entries

Marvin Barrett, Director of the Alfred I. DuPont-Columbia University Awards in Broadcast Journalism Program, welcomes nominations this year for program awards in the cable field. According to Barrett, the duPont Program is "watching the local development of cable closely, and is anxious to know what styles of news and public affairs programming are being cablecast."

This is the first year that cable programmers have been considered eligible for awards in the duPont Program, generally viewed as the most distinguished awards program in the field. Last year's winners were telecast on a nationwide PBS broadcast.

Each year the awards are based upon research done in conjunction with the annual DuPont-Columbia Survey of Broadcast Journalism. There is no set number of awards, nor are there permanent categories for the awards, which will vary according to evidences of outstanding performance in news and public affairs during the year.

Any high-quality program that was cablecast between July 1, 1977 and June 30, 1978 may be nominated.

NFLCP members are encouraged to contact the Director about possible program nominations. Program tapes should not be submitted unless requested. The closing date is June 30.

Marvin Barrett, Director
DuPont Program
Room 701, Graduate School
of Journalism
Columbia University
New York, N.Y. 10027

NFLCP recommends to its members Barrett's recent book entitled *Rich News, Poor News*, this year's survey of broadcast journalism, published by Thomas Y. Crowell Company. An excellent report on cable programming written by Ann Rauma is included in the book.

Van Deerlin Speaks to Community Video Users Via Satellite

The San Diego Community Video Center (CVC) is broadening its base of access activities in the San Diego area. On April 5, the CVC co-sponsored a "Regional Telecommunications Conference" with the San Diego State University (SDSU) KPBS-Special Services Department, and the Higher Education Association of San Diego.

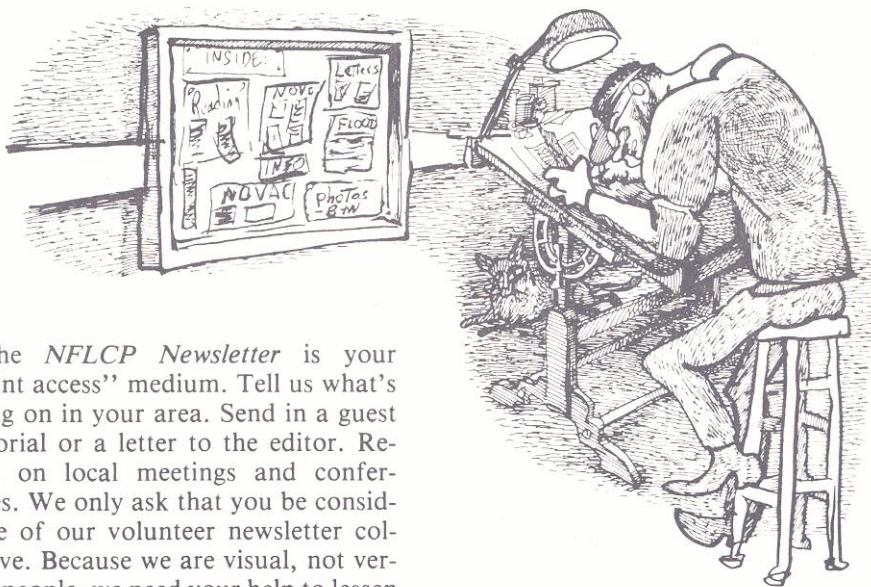
The keynote speaker for the conference was Lionel VanDeerlin, who addressed the group and answered questions via the PBS satellite from WNET in Washington. The demonstration transmission was carried on its last leg by the SDSU Instructional Television Fixed Service system, to the top floor of San Diego's tallest building, which is across the street from CVC's new quarters in a historical landmark.

Representatives of all tele-

communications media in San Diego, educational institutions, and service agencies and governmental service departments attended. This last group finished the day-long conference by giving reactions to a series of presentations on innovations in local media — including public access, educational access, radio reading service, slow-scan television, Instructional Television Fixed Service (ITFS), pay TV, courses by television, and an access project of CVC — Public Access Cable Television by and for Elders (PACE).

Participants have planned a followup meeting to form a Regional Telecommunications Consortium. At that time, the group will review a transcript of the presentations and decide on areas where media cooperation will be productive for the community as a whole.

Write to the NFLCP Newsletter!



The *NFLCP Newsletter* is your "print access" medium. Tell us what's going on in your area. Send in a guest editorial or a letter to the editor. Report on local meetings and conferences. We only ask that you be considerate of our volunteer newsletter collective. Because we are visual, not verbal, people, we need your help to lessen the workload:

- Contributions must be *typed*, *double spaced* (preferably triple spaced).
- We welcome all types of articles, but ask that you label a commentary a commentary, a news article a news article, and a feature a feature, etc.
- Please avoid abbreviations whenever possible. Spell it out.

- Include your full name, address and telephone number and keep your original copy. We may want to contact you if there are any questions regarding your article.

- Please send B&W photographs (5" x 7" or larger) and/or appropriate graphics to supplement your article if possible.

Midwest Video

(continued from page 3)

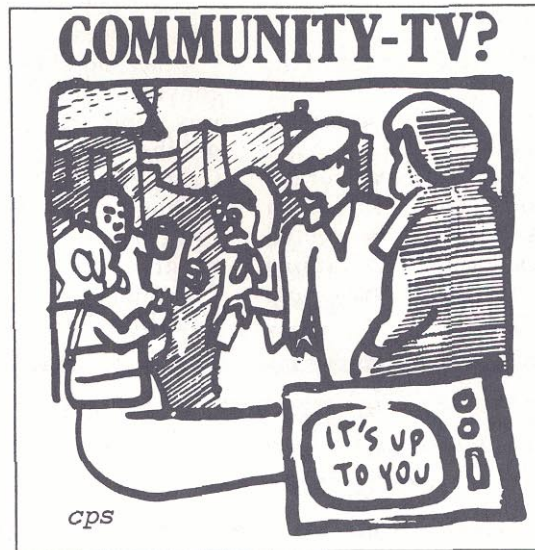
control, and has done at least as much for community video as the "five minutes of free time, studio and playback capability" rules under access. In fact, as Ted Carpenter once pointed out, the substitution of access for l.o., while in theory a great idea, hurt more groups than it helped. All of a sudden there was no longer any need to keep fully equipped studios and technical people on hand for operator-controlled shows. Good equipment was packed up, shipped away, and replaced by a few portapaks kept in someone's closet.

A look at recent NFLCP Newsletters will clearly show that many of the most successful "access centers" do local origination, work cooperatively with the CATV operator, and do not follow the FCC's version of "access" anyhow. Most cable operators willing to meet the spirit of the access rules wind up supporting community video centers that can just as well meet the l.o. rule as the access requirements. I would bet that many of these "community video centers" are technically in violation of access requirements — five minutes "free time", log keeping, underwriting — and face the same problems of content control that l.o. puts in the hands of the operator. Couldn't a community-operator board resolve most of these problems? Although I admit that *in the end* who has final say is a crucial issue separating *access* from "community" controlled local origination." All I'm saying is that the potentials of access-oriented l.o. should not be ignored in the fight to preserve a very poorly written and poorly enforced "access" requirement now on the books. Maybe some of the letters urging the FCC to appeal the second *Midwest* case might have mentioned enforcing the *first Midwest* decision.

Beyond the question of access and l.o. is the fact that the two *Midwest* cases can only be based on the existing Communications Act — a law that is undergoing revision. Should Congress specifically recognize access as a goal of our communications systems, and give the FCC power to create rules providing for access in the form best suited to each new medium, the whole *Midwest* issue is moot. Again, what we

need is not angry letters to the FCC, but more appeals to Congress and grass roots organizing in our own Congressional districts. NFLCP activities in this area have been quite rewarding. A Congressional and FCC review of the various speeches at "Cable '78 — the NCTA Convention — all linked the concept of less Federal regulation with more local community services. Senate Communications Subcommittee Chairman Ernest Hollings told the convention that he saw less "government restraints" on CATV in the future, but the price would be more responsiveness to "the local communities which grant the franchise to serve." Representative Henry Waxman of the House Communications Subcommittee also said he saw less federal regulation over local franchise requirements, but not at the expense of providing access. It is this awareness that NFLCP members must strive to increase. If Congress returns more control to the local communities, we must be there to insure that our communities are educated and ready to make access work. Assuming a negative ruling on the *Midwest* case, and either a reconfirmation of the l.o. rules, or even a ruling that says the FCC has *no power* over l.o. and access, the battle ground will shift back to local franchising authorities, and back to Congress, and it is in these courts that we had best continue our fight for access.

—Steve Vedro



San Diego

(continued from page 4)

museums, churches, government, minorities, and regulation and ownership, to name a few. These sessions will be designed for the newcomer to access — one who knows his or her profession well and suspects access might have implications.

Some of the members of the Advisory Committee are: Walter Baer, Rand Corporation; Kathy Bonk, NOW; Sue Buske, NFLCP; Ralph Jennings, UCC; Maggie Kuhn, Grey Panthers; Karen Possner, House Subcommittee on Communications; Nick Johnson, NCCB; Herbert Schiller, UCSD; Bob Johnson, NCTA; Chuck Baldwin, Governor Brown's (CA) office, and Lionel Van Deerlin, House Subcommittee on Communications.

NCTA

(continued from page 1)

today — five years later?" he asked the gathering.

Ferris, however, was not altogether critical of the cable industry.

"You have improved services for the American public. You have been among the first to grasp the potential new satellite technology," he praised the gathering of cable operators from across the country.

FCC Chairman Ferris' presentation was marked with reference to the cable industry's lack of foresight and innovations in programming"

The conference also presented a wide variety of exhibits. Hardware and software merchants alike — from news services to pay cable and earth station vendors — conducted business in the exhibition hall.

The NFLCP, however, provided the only place where people interested in community access television or local origination could gather to speak with others who shared the same interest. People from Canada and Mexico, as well as the United States, visited NFLCP members at the NFLCP booth.

Providing information about the NFLCP and the First National Conference to be held in Madison, Wisconsin, July 6-July 9, were Gary Knowles, Sue Smoller and Margie Nicholson from Madison, Wisconsin; Steve Crouch of San Diego, California; Maurice Jacobson of Washington, D.C.; and Sue Miller Buske of Dubuque, Iowa.

"There was a good deal of interest among the people we spoke to. The total outcome of NFLCP participation at the NCTA Convention was a big success," said Buske.

The NFLCP was also represented on a panel called "Access Programming Is Alive and Well". Sue Miller Buske, NFLCP national coordinator; Red Burns of the Alternate Media Center; James E. Hanlon, Suffolk Cablevision; Beverly Land, Cox Communications; Lauren Belvin, FCC; and Peter Randolph, Minnesota Cable Board, served as panelists. Tony Acone of TV Transmission, Inc., panel moderator, presented brief statements to predetermined questions which was followed by

a lively interchange. Although the audience was quite small, by the end of the allocated time period, the group had exchanged comments on a number of key issues.

Other notable presentations at the convention included a session on two-way cable, featuring technical papers on the Rockford, Illinois, Two-Way Cable Project: "Existing and Projected Technology. Presentations on "Tiered Programming," featuring Tryg Myhren of American TV and Communications, and the "Future of Television," featuring David Susskind,

also highlighted the program.

"It is difficult to objectively assess the total results and impact of Cable 78," said NFLCP's Buske, "The conference provided a wide variety of alternatives for information exchange in the areas of technical, cable system hardware, cable management problems, and pay cable services."

"However, there were no presentations other than "Access Is Alive and Well" on access programming, local origination or community television.

CETA

(continued from page 5)

manner and should include the following

- Project Title
- Project Goals
- Project Objectives
- Project Description
- Need or justification
- Personnel
- Salary schedule
- Total dollars needed for project.

The length of the project proposals varies greatly between program administrators. Therefore, it would be wise to check with your CETA program administrator and request what form he or she prefers.

Advice

The key to obtaining CETA II or VI money is to clarify that:

- the positions you are requesting are unbudgeted;

This same void existed on the exhibition hall floor," she continued.

Ferris' concluding statements, according to Buske, sum up some NFLCP members' feelings about Cable '78.

"Even if the Congress does reevaluate the cable regulatory framework and write cable into the Communications Act, it will not be writing cable into the communications future of this nation. Whether that happens is not up to the Commission or the Congress — it is up to you the cable industry. So, as you plan for the regulatory or legislative battles you may see ahead, I urge you to look beyond and begin planning for where the action will really be," Ferris said.

"So long as you offer only services that others may offer — over facilities which others can provide — I do not think that the public will demand your survival. If you do provide a unique service, in quality, diversity, and in state of the art technology, you will have public backing," he continued.

"History may or may not say of our industry that, it was but a poor player that strut and fret its hour upon the stage, and then was heard no more."

"For the sake of diversity, of genuine localism and of improved delivery of home entertainment and information services, I hope this is not history's judgement. Where it is or not is up to you, he concluded.

• there (hopefully) is some opportunity for these persons to take the job experience they have gained by working for your agency and either get a job with another business or become a part of your access center staff

• your agency provides a valuable service to the community

• provide the program administrator with all paper work requested on time and

• BE PATIENT.

As a CETA administrator and an access organizer, I wish you luck in your attempts to obtain CETA dollars. There are many many other details which cannot be covered in this article. You could write a book on CETA and by the time it was finished it would need to be updated, since CETA rules are constantly being re-evaluated and re-interpreted. You will probably be seeing some changes in CETA at the start of the federal fiscal year 1979, (October 1, 1978), because CETA law must be renewed, amended and extended by September of 1978.

Funding Access Centers

(continued from page 7)

have an apportionment for services included annually in the budget of a local institution. For example, a local high school may pay the center to conduct television production courses.

Local Business- Large industry support in terms of small grants or program sponsorships is not prevelant. However, donations from small businessmen have been forthcoming. The Johnstown, Pennsylvania Center has had quite a bit of success soliciting donations after informal presentations. Tradeoffs are another way local businesses have contributed. The studio in Dubuque, Iowa sports a new carpet because of a trade off with a local store. In Columbus, Ohio, the Video Action Center uses furniture from a local store for a note of thanks.

Contributions- Monetary and "in-kind" contributions provide an invaluable resource for access centers. Contributions labelled in-kind can be services, for example, typing; items, for example, air conditioners; and facilities, for example free space in a library. Donated time, labor, and service usually add up to be a considerable portion of any access center funding.

Telethons- Like PBS stations, access centers are finding that telethons can bring in a portion of the necessary general revenue. Many televised auctions also feature local talent and thereby increase contact with the community. Telethons have been used successfully across the country to benefit individual centers and/or local causes — from the cancer society to raising day camp tuition. However, the amount of time and effort it takes to organize a telethon should not be overlooked.

Center Generated Projects- Access centers have engaged in a variety of projects to raise funds. From pot luck suppers to membership fees, from equipment charges to paid advertisements in newsletters, access centers and the people who use them have obtained needed revenue. STAND, Inc. of Derby, Connecticut has been very successful at raising money through benefit concerts. In Amherst, Massachusetts the access center held a community day where musicians and performers donated their time on the town green bandstand and the center made proceeds from the concessions and a

mid-day auction.

Benefits- Many access centers have also had benefits for them organized by local groups. In one town a local theatre group sold tickets to its dress rehearsal. In another, a local civic club gave an access center part of the proceeds of a chicken barbeque.

United Way- A few centers have received funds from the United Way. This usually provides a stable amount, but United Way sets limits on other fund raising activities.

Production House- Some centers have raised revenue by producing programs for specified amounts. For example, hospitals have had programs produced for patient education and in-service training programs for staff. This type of funding is usually viewed as supplemental.

If you are an access center co-ordinator or board member and are planning on doing some fund raising, consider the amount you estimate can be raised from a particular source, the work it will require, the staff time available, the initial investment, and the degree of community contact it will stimulate. All of these elements must

be weighed and balanced before you choose a fund raising strategy. If your proposal will be one in 300 to a national foundation, you may be better advised to try a state source. If you have a local businessman on your board it may be advantageous for him to work with a staff person on seeking contributions from other local businessmen. Or, if your center needs more exposure in the community a telethon may be the best course of action. This means determining what resources you have available and deciding what efforts will reap the most benefits.

Overall, there is no "best way" to fund an access center. Usually centers seek a few sources of annual funding (e.g. from franchise provisions, local schools) and then utilize various methods to tap diverse sources. Today, as in the past, for adequate funding the centers rely on local residents. If you are involved, consider what will work best in your community. For more information on the funding approaches described in this article, contact NFLCP, Community Education Committee, Hill Hollow Road, Petersburg, New York 12138.

Editors Note: The upcoming Community Education packet features more funding information.



Bill Westgate, 12, at Warner Cable's access studio in Somerville, MA. Bill participates in the Elizabeth Peabody House Video Workshop which is funded by United Way, foundations, and CETA. Warner's access studio is required in the franchise and is supported by subscriber fees. (Photo by Barry McQuilken.)

Info Matchup

Funding

Women who are looking for financial assistance for job-related continuing education should write for "Educational Financial Aid Sources for Women", a publication of the Clairol Loving Care Scholarship Program, 345 Park Avenue, Fifth Floor, New York, NY 10022.

Jobs

Position Available: Video Director

Director needed for Marin Community Video, beginning September 1, 1978. Full time position for individual with administrative and fundraising skills, committed to community access television. Knowledge of video production desirable but not essential — we are looking for an *administrator*. Starting salary \$800/month. Interested persons should contact Ray Rodney or Martha Freebairn-Smith at Marin Community Video, 61 Tamal Vista, Corte Madera, California 94925 (415) 924-7370.

Administrator-Coordinator Community Video Center of Lebanon, Pennsylvania seeks public access coordinator. Salary \$9,000. Contact: CVC, 1510 Miller St., Lebanon, PA 17042.

Video Coordinator to direct expanding community video access project. Ability to manage expenditures, coordinate staff and volunteers, and raise funds in private and public sectors desirable. Video production and community video experience essential. Salary \$9,200 starting plus health benefits. Send resume to: Harriet Moss, Mainstreet Video, 246 Main St., Derby, Conn. 06418.

Bulletin

In Alabama The Alabama Film-makers Co-op will sponsor this five-week film seminar on "the film maker as his own most important resource" July 9 through August 12, 1978. Tuition: \$350. Contact: Alabama Filmmakers Co-op, 4333 Chicksaw Drive, Huntsville, AL 35801. (205) 534-3247, 534-9426

Public Television Library PBS now offers the debate series *The Advocates* as well as many other titles through their library in 3/4-inch cassette. Other tape formats can be arranged. More info: Karin Ades, The Public Television Library, 475 L'Enfant Plaza S.W., Washington, DC 20024.

Given the Opportunity is a new 30-minute, captioned, B&W videotape produced by Portable Channel in cooperation with United Voice for the Physically Handicapped. "It is a simple statement about limitations (of the handicapped) and how they can be overcome through people's determination." Available on a rental basis from: Portable Channel, 8 Prince St., Rochester, NY 14607 (716) 244-1259

The National Federation of Community Broadcasters is a national non-profit organization comprised of community radio stations and associate members. They publish a regular newsletter and offer various services to their radio-oriented members, who promote access to the radio medium. For information, contact: Theresa Clifford, NFCB, 1216 Massachusetts Avenue, NW, Washington, D.C. 20005. (202) 232-0404.

Publications

Videofilm Notes The Eastman Kodak Company has an informative series of booklets available at little or no cost. Among these are *Color Slides for Television*, #H-40-1, which is part of Kodak's *Videofilm Notes* series. Contact: Motion Picture and Audiovisual Markets Division, Eastman Kodak Company, Rochester, NY 14650.



WIN/cpf

Media Report to Women: Index/Directory, edited by Martha Leslie Allen, is an annually-updated reference work, which indexes contemporary documents not yet in print, except as they are reproduced in *Media Report to Women*, and other events of record pertaining to media. It lists women's media by type of media, groups, and individuals. For more information write to the Women's Institute for Freedom of the Press, 3306 Ross Place, N.W., Washington, DC 20008.

The Mass Media: Aspen Institute Guide to Communication Industry Trends "A single volume comprehensive reference work which enables the reader to identify and analyze trends in the development of the American mass media since 1900." 500 pp. Available from Aspen Publications, Box 1652, 360 Bryant St., Palo Alto, CA 94302

Aspen Handbook on the Media An updated 1977-79 Edition is now available with 700 separate listings and descriptions of media publications, organizations and universities active in communications, significant institutional and foundation-supported communications research, etc. Available through Aspen Publications, 360 Bryant St., Palo Alto, CA 94302

Calendar

July 6-9 — NFLCP First Annual National Convention Four days of workshops, seminars, discussions and recreation at the University of Wisconsin, Madison, WI. Also, *Hometown, U.S.A.* Video/Super 8 Film Festival to be held in conjunction with convention. Contact Gary Knowles, Conference Coordinator, 3104 Churchill Drive, Madison, WI 53713 (608) 271-7121 for registration and program information.

July 31 — Adams Library Independent Video Festival entry deadline. Three \$50 awards for Massachusetts residents; one \$50 award for local residents (Chelmsford, Billerica, Lowell, Wilmington, Tyngsboro, Westford). Cash prizes awarded at the discretion of the judges. \$3 entry fee. No limit to number of entries. Entry blanks may be obtained from the Adams Library, Boston Road, Chelmsford, Mass. 01824 (617) 256-5521).

August 24, 25 — Third Annual Chicano Film Festival A noncompetitive festival designed to recognize and promote the art of film making within the Chicano Community. Format: 16 mm films, 1/2 and 3/4-inch video. Deadline: July 15, 1978. No entry fee. More info: Third Annual Chicano Film Festival, Centro Video, Oblate College of the Southwest, 285 Oblate Drive, San Antonio, TX 78216

August 25-27 — National Conference on Public Access Cable Television The Community Video Center of San Diego has planned seminars, special screenings, workshops and panels, in addition to exhibits and demonstrations focusing on the diverse range of public access groups nationwide. Contact: Brian Owens, Community Video Center, 520 E St., San Diego, CA 92101. (714) 239-3393.

Mass Media Booknotes is edited by Christopher H. Sterling, and is published monthly by the Department of Radio-TV-Film, School of Communications and Theater, Temple University, Philadelphia, PA 19122.

Social Networks is a new interdisciplinary and international journal. It provides a forum for representatives of anthropology, sociology, history, social psychology, political science, human geography, biology, communications science, and other disciplines who share an interest in the study of the structure of human relations and associations. For information contact Professor B. Wellman, Centre for Urban and Community Studies, University of Toronto, 150 St. George Street, Toronto, Ontario M5S 1A1, Canada.

An annotated and bilingual (German/English) overview of books, articles, pamphlets, and theses dealing with all aspects of mass media is being planned in Austria. In a first step, the work will cover publications that appeared in Austria during the period 1970-75. The project is financed by a grant from the Austrian Ministry of Science and Research and will be completed by the end of 1978. For further information write to Dr. Benno Signitzer, Department of Mass Communication, University of Salzburg, Sigmund Haffner Gasse 18/3, A-5020 Salzburg, Austria.

Media and Values has been launched by the National Sisters Communication Service in Los Angeles. Contact them for a free introductory issue. NSCS, 1962 South Shendoah, Los Angeles, CA 90034.

Research on the Effects of Television Advertising on Children The National Science Foundation/Research Applied to National Needs has developed this report that assesses the current state of knowledge about the effects of television advertising on children and recommends further research to fill gaps in that knowledge. Copies are available from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. When ordering, refer to stock number 038-000-00336-4.

Broadcasting, Culture and Self: A Multi-dimensional Pilot Study by Thomas McPhail and George Barnett is a report to the Ministry of the Secretary of State in Canada. The paper presents the findings of a pilot study aimed at better understanding the relationship between television viewing and individuals' conceptions of themselves and their culture. Copies are available from Dr. Thomas McPhail, School of Journalism, 1114 Arts Tower, Carleton University, Ottawa, Canada.

Communication by Satellite: Perspectives for Users is the bilingual report published following an international tele-colloquium held between Montreal, Quebec, and Stanford, California in June 1977. This book includes a synthesis of the discussion between 100 American and Canadian communication experts during three plenary — or satellite — sessions. It includes evaluation reports by both Montreal and Stanford, as well as contributions by the Montreal and Stanford rapporteurs. This report, published by the Institut international de la communication, can be ordered from the I.I.C., 3535 chemin de la reine Marie, local 218, Montreal H3V 1H8, Canada.

REGIONAL REPORTS

(continued from page 9)

our region these days. A visit to member David Skillicorn at the University of Massachusetts (Amherst) found him busy as ever at his job coordinating the student video group there. A couple of miles away at the Center for Community Access Television (CCATV) Blue Carreker, Phyllis Joffe, Lori Cohen and others are hard at work on a funded series about nuclear energy which is being cablecast twice a week (one live, one repeat).

The Northeast Video Network has been established to provide simultaneous coverage of the June 24 demonstration of the Seabrook nuclear site on 12 cable systems. The effort is being coordinated by Parry Teasdale of Mediabus in Lanesville, New York. At 11:30 pm on the evening of the demonstration, an hour-long report will appear on cable TV in Albany, Hudson, Kingston, and Manhattan, New York; Amherst, and Somerville (multiple system), Massachusetts; Derby and Greater Hartford (both multiple systems), Connecticut; Brattleboro and St. Johnsbury, Vermont; Augusta, Maine; and Dover, New Hampshire. The 12 systems will also be interconnected during the program with local reports via a live conference conference telephone call.

A little further south, we hear that Jay April, director of Media Access Dynamics (MAD) in Manchester, Connecticut is planning to travel around the country exploring innovative uses of video. Everyone can say "bon voyage" at the national convention in Madison. Congratulations once again to our friends at STAND, Inc. in Derby, CT. They have finally been awarded a construction permit for an educational FM station after several years of hard work and struggle. They have been awarded another large CETA Title VI grant, and the organization's Mainstreet Video project just received a \$15,000 grant from the Connecticut Humanities Council to produce a video series about unemployment.

In New York City, member Robin Weber finds she is spending a lot of time travelling and testifying because of her position as Media Awareness Coordinator for the Association of Independent Video and Filmmakers. Sue Bednarzyk, although no longer coordinator of the NFLCP's Steering Committee, continues to put in many long hard hours in her efforts to help make the NFLCP an even bigger success.

Last but certainly not least, congratulations to Jean Rice who has joined the staff of the New York State Cable Commission. Jean is spending a good deal of time travelling and taking care of official business, but still manages to do a great job on the NFLCP's Community Education Task Force.

Mountain Region

Regional Coordinator:

Carol Pastos
RR #1, Box 26
Polson, Montana 59860

We hope to hear from other regions and states about activities in their areas soon and suggest that at *any* meeting the Chair appoint a reporter to summarize the meeting and send it directly to the *Newsletter* editors for the upcoming issue. Without this direct report from you to us, we will not be able to include the information in the *Newsletter*. Response to and suggestions for this column will always be welcome. Send remarks either to the editors or to Sue Buske, Regional Development Coordinator, 763½ Chestnut St., Dubuque, IA 52001. ■

NFLCP

c/o Sue Buske
763 1/2 Chestnut St.
Dubuque, IA 52001

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Organizations and access centers can be members for \$50 annually. This fee includes two newsletter subscriptions, two conference admissions at cost, and all informational services free of charge. It enables your organization to establish relations through the NFLCP to the FCC and other Washington commissions.

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Dubuque, IA 52001

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